



ASOCIACIÓN ESPAÑOLA  
DE ESTUDIOS INTERDISCIPLINARIOS  
SOBRE LA INDIA

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#### CATEGORÍA | *POST*

Titular de Universidad

#### PROYECTOS DE INVESTIGACIÓN | *RESEARCH PROJECTS*

*Política, estética y mercadotecnia en las fórmulas literarias populares de consumo femenino: historia, exotismo y romance*

FFI-2016 75130-P (AEI/FEDER, UE) | Ministerio de Economía, Industria y Competitividad  
2016–2020 | IP: Paloma Fresno Calleja

*Cosmópolis. La Ciudad Fluida: Representaciones literarias de la ciudad transnacional*

FFI2010-17296 | Ministerio de Economía y Competitividad  
2011–2013 | IP: Isabel Carrera Suárez

#### PUBLICACIONES | *PUBLICATIONS*

Escobedo de Tapia, Carmen, and Alejandra Moreno-Álvarez, eds. 2020. *Spiritual and Corporeal Selves in India: Approaches in a Global World*. Newcastle upon Tyne: Cambridge Scholars Press (Lady Stephenson Library).

Moreno-Álvarez, Alejandra. 2020. "India, Heat, Dust and Tea? Alienness and Marketability in Ruth Praver Jhabvala and Nicole C. Vosseler." In *Alien Domiciles: Diasporic Inquiries into South Asian Women's Narratives*, edited by Shilpa Daithota Bhat, 39–52. Maryland, US: Lexington Books, Rowman and Littlefield.

Moreno-Álvarez, Alejandra. 2020. "De Kretser's Retelling of a Ghost Love Story." *Humanities* 9(3): 87. <https://doi.org/10.3390/h9030087>.

#### PÁGINA WEB | *WEBPAGE*

[http://fifa.uniovi.es/personal/pdi/-/asset\\_publisher/0018/content/moreno-alvarez-alejandra](http://fifa.uniovi.es/personal/pdi/-/asset_publisher/0018/content/moreno-alvarez-alejandra)

#### DATOS BIOGRÁFICOS | *BIODATA*

**Moreno-Álvarez, Alejandra**, holds a PhD in English Studies from the University of Oviedo. Senior Lecturer in the English Department of the University of Oviedo, her teaching and research are centered in Literatures in English Language and Feminist and Postcolonial Theory. She is the author of *Lenguajes comestibles: Anorexia, bulimia y su descodificación en la ficción de Margaret Atwood y Fay Weldon* (Edicions UIB); *El lenguaje trasgresor de las Ciborgs Literarias* (ArCiBel Editores) and *Ambai: Un movimiento, una carpeta, algunas lágrimas / A movement, a folder, some tears* (KRK). She has been a member of the Research Project "The Politics, Aesthetics and Marketing of Literary Formulae in Popular Women's Fiction: History, Exoticism and Romance" (HER: <http://her.uib.es/research-team/>) where she has focused on the aesthetics and marketability of historical romances set in India, and the boom of popular romantic novels in India, particularly through the Harlequin Mills and Boon Imprint.

ACTUALIZADO | *UPDATED* 12/2020